

# CONTRACT



**WVEA-TV**  
**2610 W. Hillsborough Ave**  
**Tampa, FL 33614**  
**(813) 872-6262**

And:

**Screen Strategies Media**  
**11150 Fairfax Blvd., Suite 505**  
**Fairfax, VA 22030**

<b>Contract / Revision</b> 914940 /		<b>Alt Order #</b> 00914940
<b>Product</b> MURPHY FOR SENATE		
<b>Contract Dates</b> 10/24/16 - 10/30/16		<b>Estimate #</b> 2738
<b>Advertiser</b> Friends of Pat Murphy		<b>Original Date / Revision</b> 10/20/16 / 10/20/16
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Property</b> WVEA-TV	<b>Account Executive</b> Jill Mulhall	<b>Sales Office</b> Univision-New Y
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>Agy Code</b>	<b>Advertiser Code</b> PM	<b>Product 1/2</b> PM
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	WVEA	10/25/16	10/25/16	Morning M-F 6a-7a	6a-7a		:30				NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-T-----				1	\$25.00				
N 2	WVEA	10/28/16	10/28/16	Morning M-F 6a-7a	6a-7a		:30				NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	----F--				1	\$25.00				
N 3	WVEA	10/24/16	10/24/16	M-F 7a-11a Despierta Americ	7a-11a		:30				NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	M-----				1	\$140.00				
N 4	WVEA	10/25/16	10/25/16	M-F 7a-11a Despierta Americ	7a-11a		:30				NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-T-----				1	\$140.00				
N 5	WVEA	10/26/16	10/26/16	M-F 7a-11a Despierta Americ	7a-11a		:30				NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	--W----				1	\$140.00				
N 6	WVEA	10/27/16	10/27/16	M-F 7a-11a Despierta Americ	7a-11a		:30				NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	---T---				1	\$140.00				
N 7	WVEA	10/28/16	10/28/16	M-F 7a-11a Despierta Americ	7a-11a		:30				NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	----F--				1	\$140.00				
N 8	WVEA	10/30/16	10/30/16	Daytime Su 10a-11a	10a-11a		:30				NM	1	\$70.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S				1	\$70.00				
N 9	WVEA	10/26/16	10/26/16	Daytime M-F 11a-12p	11a-12p		:30				NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	--W----				1	\$200.00				
N 10	WVEA	10/24/16	10/24/16	Daytime M-F 2p-3p	2p-3p		:30				NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	M-----				1	\$140.00				
N 11	WVEA	10/25/16	10/25/16	Early Fringe M-F 3p-4p	3p-4p		:30				NM	1	\$140.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-T-----				1	\$140.00				
N 12	WVEA	10/28/16	10/28/16	Early Fringe M-F 3p-4p	3p-4p		:30				NM	1	\$140.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Entravision Communications Corporation and its stations are committed to a policy of non-discrimination in the advertising contracts that it enters into with its advertisers. Entravision will not enter into or carry out, in connection with any advertising contract it is a party to, any terms, conditions, or policies that commit the advertiser or Entravision to discriminate in the sale or placement of advertising on the basis of race or ethnicity. This order, together with Entravision's Terms and Conditions of Advertising and Services located at [www.entravision.com/termsandsales](http://www.entravision.com/termsandsales), constitutes a legally binding and enforceable agreement between Entravision and the client listed above.



**WVEA-TV**  
**2610 W. Hillsborough Ave**  
**Tampa, FL 33614**  
**(813) 872-6262**

Contract / Revision	Alt Order #
914940 /	00914940

Contract Dates	Product	Estimate #
10/24/16 - 10/30/16	MURPHY FOR SENATE	2738

Advertiser	Original Date / Revision
Friends of Pat Murphy	10/20/16 / 10/20/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	----F--				1	\$140.00				
N 13	WVEA	10/27/16	10/27/16	Early Fringe M-F 4p-5p	4p-5p		:30				NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	---T---				1	\$300.00				
N 14	WVEA	10/26/16	10/26/16	Early Fringe M-F 5p-6p	5p-6p		:30				NM	1	\$455.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	--W----				1	\$455.00				
N 15	WVEA	10/24/16	10/24/16	Early News M-F 6p-630p	6p-630p		:30				NM	1	\$680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	M-----				1	\$680.00				
N 16	WVEA	10/25/16	10/25/16	Early News M-F 6p-630p	6p-630p		:30				NM	1	\$680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-T-----				1	\$680.00				
N 17	WVEA	10/27/16	10/27/16	Early News M-F 6p-630p	6p-630p		:30				NM	1	\$680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	---T---				1	\$680.00				
N 18	WVEA	10/28/16	10/28/16	Early News M-F 6p-630p	6p-630p		:30				NM	1	\$680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	----F--				1	\$680.00				
N 19	WVEA	10/24/16	10/24/16	M-F Prime 7p-8p	7p-8p		:30				NM	1	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	M-----				1	\$880.00				
N 20	WVEA	10/26/16	10/26/16	M-F Prime 7p-8p	7p-8p		:30				NM	1	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	--W----				1	\$880.00				
N 21	WVEA	10/28/16	10/28/16	M-F Prime 7p-8p	7p-8p		:30				NM	1	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	----F--				1	\$880.00				
N 22	WVEA	10/24/16	10/24/16	M-F Prime 10p-11p	10p-11p		:30				NM	1	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	M-----				1	\$880.00				
N 23	WVEA	10/25/16	10/25/16	M-F Prime 9p-10p	9p-10p		:30				NM	1	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-T-----				1	\$880.00				
N 24	WVEA	10/27/16	10/27/16	M-F Prime 8p-9p	8p-9p		:30				NM	1	\$880.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	---T---				1	\$880.00				
N 25	WVEA	10/30/16	10/30/16	Su Prime 10p-11p	10p-11p		:30				NM	1	\$680.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S				1	\$680.00				
N 26	WVEA	10/24/16	10/24/16	Late News M-F 11p-1130p	11p-1130p		:30				NM	1	\$595.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	M-----				1	\$595.00				
N 27	WVEA	10/25/16	10/25/16	Late News M-F 11p-1130p	11p-1130p		:30				NM	1	\$595.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-T-----				1	\$595.00				
N 28	WVEA	10/26/16	10/26/16	Late News M-F 11p-1130p	11p-1130p		:30				NM	1	\$595.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	--W----				1	\$595.00				
N 29	WVEA	10/27/16	10/27/16	Late News M-F 11p-1130p	11p-1130p		:30				NM	1	\$595.00

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<u>Contract / Revision</u>	<u>Alt Order #</u>
914940 /	00914940

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/24/16 - 10/30/16	MURPHY FOR SENATE	2738

<u>Advertiser</u>	<u>Original Date / Revision</u>
Friends of Pat Murphy	10/20/16 / 10/20/16

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	---T---				1	\$595.00				
N 30	WVEA	10/28/16	10/28/16	Late News M-F 11p-1130p	11p-1130p		:30				NM	1	\$595.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	----F--				1	\$595.00				
N 31	WVEA	10/24/16	10/24/16	Late Fringe M-F 12a-1a	12a-1a		:30				NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	M-----				1	\$60.00				
N 32	WVEA	10/25/16	10/25/16	Late Fringe M-F 12a-1a	12a-1a		:30				NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-T-----				1	\$60.00				
N 33	WVEA	10/26/16	10/26/16	Late Fringe M-F 12a-1a	12a-1a		:30				NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	--W----				1	\$60.00				
N 34	WVEA	10/27/16	10/27/16	Late Fringe M-F 12a-1a	12a-1a		:30				NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	---T---				1	\$60.00				
N 35	WVEA	10/28/16	10/28/16	Late Fringe M-F 12a-1a	12a-1a		:30				NM	1	\$60.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	----F--				1	\$60.00				
N 36	WVEA	10/24/16	10/24/16	Late Fringe M-F 1a-2a	1a-2a		:30				NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	M-----				1	\$25.00				
N 37	WVEA	10/26/16	10/26/16	Late Fringe M-F 1a-2a	1a-2a		:30				NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	--W----				1	\$25.00				
N 38	WVEA	10/27/16	10/27/16	Late Fringe M-F 1a-2a	1a-2a		:30				NM	1	\$25.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	---T---				1	\$25.00				
N 39	WVEA	10/30/16	10/30/16	Late Fringe Su 11p-1130p	11p1130p		:30				NM	1	\$80.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>				
Week:		10/24/16	10/30/16	-----S				1	\$80.00				
Totals								0.00				39	\$14,305.00

Time Period	# of Spots	Gross Amount	Agency Comm.	Net Amount
09/26/16 - 10/30/16	39	\$14,305.00	(\$2,145.75)	\$12,159.25
<b>Totals</b>	<b>39</b>	<b>\$14,305.00</b>	<b>(\$2,145.75)</b>	<b>\$12,159.25</b>

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

10/20/16

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The following provision is a part of the Standard Terms & Conditions of all Entravision Communications Corporation advertising sales agreements effective as of March 1, 2011:

Entravision Communications Corporation and its stations are committed to a policy of non-discrimination in the advertising contracts that it enters into with its advertisers. Entravision will not enter into or carry out, in connection with any advertising contract it is a party to, any terms, conditions, or policies that commit the advertiser or Entravision to discriminate in the sale or placement of advertising on the basis of race or ethnicity. These services are subject to Entravision's Terms and Conditions of Advertising and Services, located at [www.entravision.com/termsandsales](http://www.entravision.com/termsandsales).

## ORDER WORKSHEET

Rep Order# 914940 Ver# 1 Status New  
EC'd Yes

Printed: 10/20/16 1:42 PM  
Last Received: 10/20/16 1:34 PM  
Showing Buylines: All Lines

Traffic Order#

914940

Agency

(864) SCREEN STRATEGIES MEDIA  
11150 FAIRFAX BLVD, SUITE 505  
FAIRFAX, VA 22030

Agency C/P1/P2/E

10/24/16-10/30/16  
Flight Dates

Rep Firm UNIVISION

Sales Office (NY) NEW YORK NATIONAL  
Salesperson (208) NYC-NL-MULHALL, JILL

Sales Assistant MELANIE

Salesperson Phone# 212-455-5245  
Salesperson Fax# 212-499-0830

Station WVEA-TV TAMPA  
Advertiser (1408) FRIENDS OF PAT MURPHY  
Product MURPHY FOR SENATE  
Estimate# 2738  
Buyer CAROLINE BAHNG

## --- CONTRACT COMMENT ---

DATES: CLASS 2

NONDISCRIMINATION: UNIVISION AND ITS STATIONS DO NOT DISCRIMINATE IN ADVERTISING CONTRACTS ON THE BASIS OF RACE OR ETHNICITY. ANY PROVISION IN ANY ORDER OR AGREEMENT FOR ADVERTISING THAT PURPORTS TO DISCRIMINATE ON THE BASIS OF RACE OR ETHNICITY, EVEN IF HANDWRITTEN, TYPED OR OTHERWISE MADE PART OF A PARTICULAR CONTRACT, IS HEREBY REJECTED. \*\*UNIVISION Y SUS ESTACIONES NO DISCRIMINAN POR MOTIVOS DE RAZA U ORIGEN ETNICO EN SUS CONTRATOS DE PUBLICIDAD. CUALQUIER PROVISION EN CUALQUIER ORDEN O ACUERDO PUBLICITARIO QUE PRETENDA DISCRIMINAR POR MOTIVOS DE RAZA U ORIGEN ETNICO, ASI SEA ESCRITO A MANO, ESCRITO A MAQUINA O DE CUALQUIER OTRA FORMA HECHO PARTE DE UN CONTRATO EN PARTICULAR, SERA RECHAZADO.

## --- REMARKS ---

PLS CONFIRM NEW ORDER THANKS



Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
1	Tu	6A-7A	TP	30	-	-	\$25.00	10/25-10/25	1	1	\$25.00
2	F	6A-7A	TP	30	-	-	\$25.00	10/28-10/28	1	1	\$25.00
3	M	7A-11A	TP	30	-	-	\$140.00	10/24-10/24	1	1	\$140.00
4	Tu	7A-11A	TP	30	-	-	\$140.00	10/25-10/25	1	1	\$140.00
5	W	7A-11A	TP	30	-	-	\$140.00	10/26-10/26	1	1	\$140.00
6	Th	7A-11A	TP	30	-	-	\$140.00	10/27-10/27	1	1	\$140.00
7	F	7A-11A	TP	30	-	-	\$140.00	10/28-10/28	1	1	\$140.00
8	Su	10A-11A	TP	30	-	-	\$70.00	10/30-10/30	1	1	\$70.00
9	W	11A-12P	TP	30	-	-	\$200.00	10/26-10/26	1	1	\$200.00
10	M	2P-3P	TP	30	-	-	\$140.00	10/24-10/24	1	1	\$140.00

## ORDER WORKSHEET

Rep Order# 914940 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 10/20/16 1:42 PM  
Last Received: 10/20/16 1:34 PM  
Showing Buylines:

2 of 4  
All Lines

Station WVEA-TV TAMPA  
Advertiser (1408) FRIENDS OF PAT MURPHY  
Product MURPHY FOR SENATE  
Estimate# 2738  
Buyer CAROLINE BAHNG

Agency (864) SCREEN STRATEGIES MEDIA  
11150 FAIRFAX BLVD, SUITE 505  
FAIRFAX, VA 22030  
Agency C/P1/P2/E PM/PM/2738  
Flight Dates 10/24/16-10/30/16

Rep Firm UNIVISION  
Sales Office (NY) NEW YORK-NATIONAL  
Salesperson (208) NYC-NL-MULHALL, JILL  
Sales Assistant MELANIE  
Salesperson Phone# 212-455-5245  
Salesperson Fax# 212-499-0830

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
11	Tu	3P-4P	TP	30	-	-	\$140.00	10/25-10/25	1	1	\$140.00
12	F	3P-4P	TP	30	-	-	\$140.00	10/28-10/28	1	1	\$140.00
13	Th	4P-5P	TP	30	-	-	\$300.00	10/27-10/27	1	1	\$300.00
14	W	5P-6P	TP	30	-	-	\$455.00	10/26-10/26	1	1	\$455.00
15	M	6P-630P	TP	30	-	-	\$680.00	10/24-10/24	1	1	\$680.00
16	Tu	6P-630P	TP	30	-	-	\$680.00	10/25-10/25	1	1	\$680.00
17	Th	6P-630P	TP	30	-	-	\$680.00	10/27-10/27	1	1	\$680.00
18	F	6P-630P	TP	30	-	-	\$680.00	10/28-10/28	1	1	\$680.00
19	M	7P-8P	TP	30	-	-	\$880.00	10/24-10/24	1	1	\$880.00
20	W	7P-8P	TP	30	-	-	\$880.00	10/26-10/26	1	1	\$880.00
21	F	7P-8P	TP	30	-	-	\$880.00	10/28-10/28	1	1	\$880.00
22	M	10P-11P	TP	30	-	-	\$880.00	10/24-10/24	1	1	\$880.00
23	Tu	9P-10P	TP	30	-	-	\$880.00	10/25-10/25	1	1	\$880.00
24	Th	8P-9P	TP	30	-	-	\$880.00	10/27-10/27	1	1	\$880.00
25	Su	10P-11P	TP	30	-	-	\$680.00	10/30-10/30	1	1	\$680.00
26	M	11P-1135P	TP	30	-	-	\$595.00	10/24-10/24	1	1	\$595.00

## ORDER WORKSHEET

Rep Order# 914940 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed: 10/20/16 1:42 PM  
Last Received: 10/20/16 1:34 PM  
Showing Buylines:

3 of 4

Station WVEA-TV TAMPA  
Advertiser (1408) FRIENDS OF PAT MURPH  
Product MURPHY FOR SENATE  
Estimate# 2738  
Buyer CAROLINE BAHNG

Agency (864) SCREEN STRATEGIES MEDIA  
11150 FAIRFAX BLVD, SUITE 505  
FAIRFAX, VA 22030  
Agency C/P1/P2/E PM/PM/2738  
Flight Dates 10/24/16-10/30/16

Rep Firm UNIVISION  
Sales Office (NY) NEW YORK-NATIONAL  
Salesperson (208) NYC-NL-MULHALL, JILL  
Sales Assistant MELANIE  
Salesperson Phone# 212-455-5245  
Salesperson Fax# 212-499-0830

Ln	Day	Time	Program	Len	RTG/IMP	GRPs/ (000)	Rate	Dates	Spots/ Week	Total Spots	Total Cost
27	Tu	11P-1135P	TP	30	-	-	\$595.00	10/25-10/25	1	1	\$595.00
28	W	11P-1135P	TP	30	-	-	\$595.00	10/26-10/26	1	1	\$595.00
29	Th	11P-1135P	TP	30	-	-	\$595.00	10/27-10/27	1	1	\$595.00
30	F	11P-1135P	TP	30	-	-	\$595.00	10/28-10/28	1	1	\$595.00
31	M	12A-1A	TP	30	-	-	\$60.00	10/24-10/24	1	1	\$60.00
32	Tu	12A-1A	TP	30	-	-	\$60.00	10/25-10/25	1	1	\$60.00
33	W	12A-1A	TP	30	-	-	\$60.00	10/26-10/26	1	1	\$60.00
34	Th	12A-1A	TP	30	-	-	\$60.00	10/27-10/27	1	1	\$60.00
35	F	12A-1A	TP	30	-	-	\$60.00	10/28-10/28	1	1	\$60.00
36	M	1A-2A	TP	30	-	-	\$25.00	10/24-10/24	1	1	\$25.00
37	W	1A-2A	TP	30	-	-	\$25.00	10/26-10/26	1	1	\$25.00
38	Th	1A-2A	TP	30	-	-	\$25.00	10/27-10/27	1	1	\$25.00
39	Su	11P-1130P	TP	30	-	-	\$80.00	10/30-10/30	1	1	\$80.00

## ---REPORT TOTALS---

Report Totals: 39 / \$14,305.00

# ORDER WORKSHEET

Rep Order# 914940 Ver# 1 Status New  
EC'd Yes

Traffic Order#

Printed:  
Last Received:  
Showing Buylines:

10/20/16 1:42 PM  
10/20/16 1:34 PM  
All Lines

4 of 4

Station WVEA-TV TAMPA  
Advertiser (1408) FRIENDS OF PAT MURPH  
Product MURPHY FOR SENATE  
Estimate# 2738  
Buyer CAROLINE BAHNG

Agency (864) SCREEN STRATEGIES MEDIA  
11150 FAIRFAX BLVD, SUITE 505  
FAIRFAX, VA 22030  
Agency C/P1/P2/E PM/PM/2738  
Flight Dates 10/24/16-10/30/16

Rep Firm UNIVISION  
Sales Office (NY) NEW YORK-NATIONAL  
Salesperson (208) NYC-NL-MULHALL, JILL  
Sales Assistant MELANIE  
Salesperson Phone# 212-455-5245  
Salesperson Fax# 212-499-0830

## ---SALES MONTHLY TOTALS---

Oct2016: 39 / \$14,305.00

Order Totals: 39 / \$14,305.00 Total GRPs: 0.0

## --- COMPETITIVE ---

Market Totals \$15,057.89

WCLF	.00%	WFLA	.00%	WFTS	.00%	WFTT	5.00%	WMOR	.00%
WRMD	.00%	WTOG	.00%	WTSP	.00%	WTTA	.00%	WTVT	.00%
WVEA	95.00%	WXPX	.00%						

Books [null]  
Demos RA35+

## --- CREDIT RISK ---

STANDARD CREDIT TERMS



# Murphy for Senate-SP

<b>Station</b>	WVEA-TV	<b>Buyer</b>	Caroline Bahng
<b>Market</b>	Tampa-St. Petersburg	<b>Email</b>	caroline@screenstrategies.com
<b>Flight Dates</b>	10/24/2016 - 10/30/2016 (Est. 2738)	<b>Phone</b>	703-272-7300

Program Name	DP	Days Length	Rate	Mon 10/24	Tue 10/25	Wed 10/26	Thu 10/27	Fri 10/28	Sat 10/29	Sun 10/30	Total
Rosa de Guadalupe 6:00 AM - 7:00 AM	EM	M-F 30	\$25.00 <b>\$50.00</b>		1			1			2
Sold Out: Lowest Rate to Clear per WVEA											
Despierta America 7:00 AM - 11:00 AM	EM	M-F 30	\$140.00 <b>\$700.00</b>	1	1	1	1	1			5
Sold Out: Lowest Rate to Clear per WVEA											
Al Punto 10:00 AM - 11:00 AM	EM	Su 30	\$70.00 <b>\$70.00</b>							1	1
Sold Out: Lowest Rate to Clear per WVEA											
Rosa de Gudalupe 11:00 AM - 12:00 PM	DT	M-F 30	\$200.00 <b>\$200.00</b>			1					1
Sold Out: Lowest Rate to Clear per WVEA											
Que No Me Dejas 2:00 PM - 3:00 PM	DT	M-F 30	\$140.00 <b>\$140.00</b>	1							1
Sold Out: Lowest Rate to Clear per WVEA											
Como Dice el Dicho 3:00 PM - 4:00 PM	EF	M-F 30	\$140.00 <b>\$280.00</b>		1			1			2
Sold Out: Lowest Rate to Clear per WVEA											
El Gordo y la Flaca 4:00 PM - 5:00 PM	EF	M-F 30	\$300.00 <b>\$300.00</b>				1				1
Sold Out: Lowest Rate to Clear per WVEA											
Primer Impacto 5:00 PM - 6:00 PM	EF	M-F 30	\$455.00 <b>\$455.00</b>			1					1
Sold Out: Lowest Rate to Clear per WVEA											
WVEA 6p News 6:00 PM - 6:30 PM	EN	M-F 30	\$680.00 <b>\$2,720.00</b>	1	1		1	1			4
Sold Out: Lowest Rate to Clear per WVEA											
Rosa de Guadalupe 7:00 PM - 8:00 PM	PA	M-F 30	\$880.00 <b>\$2,640.00</b>	1		1		1			3
Sold Out: Lowest Rate to Clear per WVEA											

# Murphy for Senate-SP



**Station** WVEA-TV  
**Market** Tampa-St. Petersburg  
**Flight Dates** 10/24/2016 - 10/30/2016 (Est. 2738)

**Buyer** Caroline Bahng  
**Email** caroline@screenstrategies.com  
**Phone** 703-272-7300

Program Name	DP	Days Length	Rate	Mon 10/24	Tue 10/25	Wed 10/26	Thu 10/27	Fri 10/28	Sat 10/29	Sun 10/30	Total
Color de Pasion 10:00 PM - 11:00 PM	PT	M 30	\$880.00 \$880.00	1							1
Sold Out: Lowest Rate to Clear per WVEA											
Tr3s Veces Ana 9:00 PM - 10:00 PM	PT	Tu 30	\$880.00 \$880.00		1						1
Sold Out: Lowest Rate to Clear per WVEA											
Despertar Contigo 8:00 PM - 9:00 PM	PT	Th 30	\$880.00 \$880.00				1				1
Sold Out: Lowest Rate to Clear per WVEA											
Sal y Pimienta 10:00 PM - 11:00 PM	PT	Su 30	\$680.00 \$680.00							1	1
Sold Out: Lowest Rate to Clear per WVEA											
WVEA 11p News 11:00 PM - 11:30 PM	LN	M-F 30	\$595.00 \$2,975.00	1	1	1	1	1			5
Sold Out: Lowest Rate to Clear per WVEA											
Contacto Deportivo 12:00 AM - 1:00 AM	LF	M-F 30	\$60.00 \$300.00	1	1	1	1	1			5
Novela 1:00 AM - 2:00 AM	LF	M-F 30	\$25.00 \$75.00	1		1	1				3
Durmiendo con Jefe 11:00 PM - 11:30 PM	LF	Su 30	\$80.00 \$80.00							1	1
<b>Station Totals</b>											
			\$14,305.00	8	7	7	7	7	0	3	39

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves Of The Lowest Unit Charge During A Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> WVEA-TV	<b>Date:</b> 10/20/2016
---	-------------------------

I, Screen Strategies Media,  
 being/on behalf of: Patrick Murphy,  
 a legally qualified candidate of the Democratic  
 political party for the office of: U.S. Senate  
 in the General  
 election to be held on: 11/8/2016  
 do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
			#914940		

**Attach proposed schedule with charges (if available):** \$12,159.25

I represent that the payment for the above described broadcast time has been furnished by:

Friends of Patrick Murphy

and you are authorized to announce the time as paid for by such person or entity. I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

Brian Foucart

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

***To Be Signed By Candidate or Authorized Committee***

10/20/2016



**Date**

**Signature**

***To Be Signed By Station Representative***

☒ Accepted

☐ Accepted in Part

☐ Rejected

  
Signature

Lisa Curme  
Printed Name

NSM  
Title